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★ FEB 1 5 1952 ★

U. S. Department of Agriculture

Wholesale Contract Price List 1952 Crop

WATERMELON SEED

from

SIMPSON NURSERY COMPANY

MONTICELLO, FLORIDA

Growers of
FINEST SELECTED WATERMELON
SEED FOR JOBBERS ONLY



Our seeds are not to be confused with the ordinary watermelon seed being offered.

Our seeds are noted for purity of strain and for producing a crop of melons that will sell and give satisfaction to both grower and consumer.

We are trying each year to improve the standard of quality of the seeds we grow and sell. We are constantly improving our melons, and each year we try to breed out any faults that may show in them.

Our fields are very carefully rogued by experienced crews, our stock seed is very carefully isolated and selected and only the choicest melons are used.

Finally, we have the best of warehouse equipment, cleaning, washing and drying machinery. Our system is such that the seed and melons are personally handled by one member of the firm from time of planting until the seed is in the bag.

WATERMELON SEED CONTRACT, CROP 1952

PERSONAL CARE--BETTER SEED

This agreement made and entered into this _____ day of _____ by and Between SIMPSON NURSERY COMPANY, of Monticello, Fla., party of the first part, and _____ of _____ party of the second part, witnesseth:

That for and in consideration of the covenants hereafter entered into by the said party of the first part; said party of the second part does hereby purchase of said party the quantities of Watermelon Seed below named, to be grown crop 1952 and agree to pay therefor at the prices attached. Terms 2% 10 days; 60 days net.

Said first party, in consideration of the foregoing does agree to cause to have planted sufficient acreage to produce under ordinary conditions the quantity of seeds herein, at prices attached, provided the season admits the growing of same, to deliver said seed on cars at Monticello, Florida, shipments to be made for the account of the party of the second part as soon as properly cured, tested for germination and cleaned suitable for seedmen's use.

It is further mutually agreed that the conditions of the contract are subject to crop failure, or other damages on the product beyond the control of the first party and that in case of shortage, pro rata deliveries shall be made and accepted.

So far as we know
we are the only water-
melon seed growers
in the South employing
rogueing crews.



In signing our contract
it is not merely an
agreement whereby
you buy seed from us
and we sell it to you. It
is an agreement
whereby we go
to work for you and
your best interest.

Alabama Sweet or Bradford	\$.65
Blue Watson85
FLORIDA IMPROVED BLACK DIAMOND95
Burrell's Gray	1.10
Oklahoma Certified Black Diamond	1.50
Chilean Black Seed70
Cole's Early65
CONGO80
Cuban Queen65
Darlington	1.35
Dixie Queen95
Dude Creek75
Early Kansas72
FLORIDA GIANT70
Florida Favorite65
Georgia Rattlesnake65
Golden Honey80
Long Luscious Golden Honey80
GARRISON	1.00
Greystone	1.35
Halbert Honey60
Irish Gray85
Ice Cream or Peerless75
Kleckley's Improved Sweet65
Mountain Hoosier	1.10
New Hampshire Midget	1.10
Miles	1.60
SUPER RED HEART85
Stone Mountain65
Spotted Watson or Cletex85
Sweetheart60
Thurmond Gray75
Northern Sweet75
Tom Watson65
WONDERMELON60
Winona65
CERTIFIED Seed, 35c lb. Higher, All Varieties.	

MEMBERS

AMERICAN
SEED TRADE
ASSOCIATION

SOUTHERN
SEEDSMEN'S
ASSOCIATION

FLORIDA
SEEDSMEN'S
ASSOCIATION



We invite every
interested seedsman to
visit our warehouse
and inspect the special
washing and drying
equipment we have
developed expressly
for watermelon seed

WILT RESISTANT VARIETIES

BLACKLEE75
Dixie Queen, Wilt Resistant90
Hawkesbury75
Hawkesbury, Purdue Strain90
IRONSIDES	1.60
Kleckley's Sweet No. 675
Klondyke R-790
Leesburg75
Stone Mountain No. 575

Signed Party of Second Part

By _____

Accepted _____

By _____

We warrant to the extent of the purchase price, that seeds or plants sold are as described on the container, within recognized tolerances.
We give no other or further warranty, express or implied.

SIMPSON NURSERY COMPANY • Monticello, Florida

CONGO



Congo seems a magic word in watermelon circles. No other watermelon has jumped into prominence so fast.

It is, from our experience, the most sought after watermelon in the U. S. even surpassing the demand for Black Diamond. While it is **not** the perfect watermelon, it nevertheless has many advantages over all other shipping types in existence today.

It has a **very** tough rind, a fiery red heart, good eating quality, is prolific, reaches large size and ships well. It is also **resistant to Anthracnose**—the first shipping variety on the market with resistance to Anthracnose.



Another new watermelon with considerable virtue from a shipping standpoint is IRONSIDES. This variety is resistant to Fusarium wilt, is of excellent quality and reaches good size. Has just been released by U. S. D. A.